

# GETTING INTO YOUR CUSTOMER'S HEAD

8 Secret Roles of Selling Your  
Competitors Don't Know

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**MAIN IDEA**

Most sales today are made through a four stage buy -- learning process:

1. Prospective customers become aware of a need for something.
2. They study all the options available to meet that need, and the cost of each option.
3. They make a buying decision -- committing to purchase the best value-for-money deal they can afford.
4. They evaluate whether or not they are receiving value-for-money on an ongoing basis.

To be most effective, the sales process requires the sales person to adopt different roles at different times, depending on which stage of the buy-learning process the person is at. An action that is appropriate and productive at one stage of the buy-learning process may be entirely counter productive at another time. The various sales roles provide suggested modes of action that will be appropriate for each of those given situations.

The challenge is to move buyers through the buy-learning process effectively and efficiently. This is encompassed within a customer-focused selling approach, in which every value proposition, every step of the process and every action taken is viewed from the customer's frame of reference -- through the customer's eyes. Customer focused selling requires sellers to go through an entire sequence of customer-focused selling roles: student, doctor, architect, coach, therapist, negotiator, teacher and farmer. Each of these distinctive roles are designed to match productive sales techniques with the buyer's behavior and requirements throughout the overall sales sequence. The various roles also provide a mental framework for the salesperson to track progress and set objectives.

THE BUY -- LEARNING PROCESS		
STAGES	STEPS	SALES ROLES
<u>Stage 1</u> Determine a need	<u>Step 1 -- Change</u> Identify which changes in the marketplace are affecting potential customers	<u>Sales Role #1 -- Student</u> Study both the bigger picture challenges facing customers and their specific needs Page 2
	<u>Step 2 -- Discontent</u> Identify sources of discontent -- either problems or unrealized opportunities	<u>Sales Role #2 -- Doctor</u> Diagnose the problems causing discontent or the opportunities that develop into needs Page 3
<u>Stage 2</u> Learn all available options	<u>Step 3 -- Research</u> Put together a comparative analysis of all the options that are available, and costs	<u>Sales Role #3 -- Architect</u> Develop unique custom solutions that simplify things and lock out competitors Page 4
	<u>Step 4 -- Comparison</u> Evaluate all of the options and make a decision which package is preferred	<u>Sales Role #4 -- Coach</u> Compare your proposed solution to other options and develop a game plan Page 5
<u>Stage 3</u> Make a purchase decision	<u>Step 5 -- Fear</u> Find a way to overcome the paralyzing fear of making the wrong decision	<u>Sales Role #5 -- Therapist</u> Identify the fears that must be overcome before a buying decision can be made Page 6
	<u>Step 6 -- Commitment</u> Structure a suitable transaction and make the emotional commitment to go ahead	<u>Sales Role #6 -- Negotiator</u> Structure a mutual agreement to buy that suits the requirements of both sides Page 7
<u>Stage 4</u> Evaluate the added value created by the purchase transaction	<u>Step 7 -- Expectations</u> How do first impressions come across -- is the product everything imagined?	<u>Sales Role #7 -- Teacher</u> Identify expectations, teach skills required to deliver immediate value Page 8
	<u>Step 8 -- Satisfaction</u> Over the longer-term, is the product delivering the anticipated added value?	<u>Sales Role #8 -- Farmer</u> Build a long-term business association based around the delivery of added value Page 8

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